



University of North Texas  
G. Brint Ryan College of Business  
Marketing 5150: Marketing Management  
Fall 2022

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## **COURSE INFORMATION**

Professor: Bob Heere, PhD

Contact: [bob.heere@unt.edu](mailto:bob.heere@unt.edu)

Class Time: Tuesdays 6:30 – 9:20pm

Location: Inspire Park, R1006, Frisco.

Office Hours: By appointment (send e-mail to set up virtual appointment), or Tuesday 1pm-3pm

### **Course Description**

Application of concepts, tools and procedures employed by practicing marketing managers. Specific attention is given to the application of marketing management in the context of professional sport and entertainment.

### **Learning Objectives:**

- To understand Marketing as a business philosophy that maintains that the best way to reach company objectives is by satisfying consumer needs.
- To understand the importance of studying marketing management in order to make marketing decisions.
- To learn the basic concepts of Marketing Management.
- To relate theoretical concepts to real-life marketing practices.
- To define marketing strategies and make decisions.

By the end of the course, you are expected to have a clear understanding of the marketing process and to be able to analyze it with a certain degree of creativity and professional marketing skill. You should be able to define successful strategies and make and implement action plans based on the marketing process. In summary, you should improve your marketing capabilities: knowledge, ability and attitudes to prepare you as a marketing professional.

### **Materials**

Text (required): Kotler, Keller, and Chernev (2021), Marketing Management, 16<sup>th</sup> Edition, Pearson

Supplemental readings (required): Case studies and articles – to be posted on Canvas

Front Office Sports newsletter (free). Register for the newsletter here:

<https://frontofficesports.com/newsletters/>

## Teaching Philosophy

The course is designed around three fundamental concepts:

- *Learning by doing*
- *Reflection in action*
- *Coaching*

Therefore, the course is designed so that you experience the marketing process in action which will culminate in the marketing plan project.

The course consists of 15 sessions from August to December. Three sessions will be devoted to exams and a group presentation, while the rest of the sessions will be devoted to covering the theory behind specific concepts and applying it to real world problems through case studies and presentations.

Theory Sessions: I will briefly introduce various stages of the Marketing process. These classes will be based on traditional lecturer-led sessions, video case studies, short group exercises, questions and answer sessions, etc. Heavy discussion and participation is expected, so you must come to class prepared. I am not here to “teach the text”. In class we will create learning experiences.

The objective of these sessions is not to explain all the theory behind each topic, but to present a brief overview of each concept. The main work of studying the content of each topic in detail will be done by the student out of class.

**ALL THE THEORETICAL MATERIAL, CONCEPTS, AND MODEL, CAN BE FOUND IN THE COURSE TEXTBOOK AND THE SUGGESTED READINGS.**

## TECHNICAL REQUIREMENTS/ASSISTANCE

UIT Help Desk: <http://www.unt.edu/helpdesk/index.htm>

The University of North Texas provides student technical support in the use of Blackboard and supported resources. The student help desk may be reached at:

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940.565-2324

In Person: Sage Hall, Room 130

Hours are:

- Monday-Thursday 8am-midnight
- Friday 8am-8pm
- Saturday 9am-5p
- Sunday 8am-midnight
- Blackboard technical requirements: <https://clear.unt.edu/supported-technologies/blackboard/blackboard-technical-requirements>

- Other related hardware or software necessary for the course: such as headset/microphone for synchronous chats, word processor, etc.
- Canvas technical requirements: <https://clear.unt.edu/supported-technologies/canvas/requirements>
- Other related hardware or software necessary for the course: such as headset/microphone for synchronous chats, word processor, etc.

### Student Academic Support Services

- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

## ASSESSMENT & GRADING

### Assessments

**Current Problems in Sport Marketing (Individual).** For this assignment, you will be required to prepare a ten (10) minute presentation and two-page executive summary that summarizes a current issue related to sport marketing. Topics must be approved by the instructor to avoid duplication in the class. Articles from the mandatory Front Office Sports newsletter is a great source to get ideas for this project. The summary and the presentation should include the following areas: Brief introduction about the issue(s) and individual(s) or groups involved; Key details and background information about the story or event; Explanation of why the story or event is significant using concepts from the readings, class notes, and group discussions; Your insights on how the story or event has affected the sport industry, 2-3 interactive questions for public discussion. Additional details of the assignment and its evaluation criteria will be provided on Canvas. You must submit the powerpoint and executive summary on Canvas before your presentation date.

**Sport Marketing Plan (Group).** For this assignment, groups of 3-4 students will develop a comprehensive marketing plan which implements a single promotion, activity, event, sponsorship or partnership that will generate increased brand awareness, attendance or revenue for an organization. Groups will create a presentation of their plan and complete a comprehensive written report. A

template and examples for the report will be provided. A peer evaluation will be a graded portion of this assignment.

**Case Study Activities.** Throughout the semester there will be six (6) case study activities which will take place during class. Students are expected to have read and be prepared to discuss the case by the date outlined on the schedule below. In groups during class time, students will discuss the case and come up with solutions to the problems put forth in the case. At the end of each case activity, groups will present and submit an executive summary slide deck of their findings. We will go over the procedures and expectations of case study activities in class. Rubrics and grading information for these assignments will be posted online.

### Grading

<b>Assignment</b>	<b>Percentage of Final Grade</b>	<b>Final Grading Scale</b>
		90% - 100% = A
<b>Current Issues Assignment</b>	20%	80% - 89.9% = B
<b>Case Studies</b>	30%	70% - 79.9% = C
<b>Sports Marketing Plan</b>	40%	60% - 69.9% = D
		59.9% or below = F
<b>Participation</b>  <b>0-4:</b> People who don't attend class regularly and when they do don't participate.  <b>5:</b> People who attend class but just sit and listen.  <b>6-7:</b> People who attend class and participate from time to time.  <b>8-9:</b> People who attend class and participate often.  <b>10:</b> People who attend class and participate multiple times every single class.	10%	

# CALENDAR

Date	Topic/Content	Readings/Assignments	Notes
August 30	Introduction to the class and introduction to marketing management	Chapter 1: Defining Marketing for the New Realities	
Sep 6	Fundamentals of Marketing Management  Case Study #1	Chapter 2: Marketing Planning and Management  <i>Case: Marketing Spotlight: Nike (at end of chapter 1 in text)</i>	
Sep 13	Understanding the Market	Chapter 3: Analyzing Consumer Markets  Chapter 5: Conducting Market Research	Visit of Jerome Elenez, CMO, FC Dallas
Sep 20	Developing a Winning Marketing Strategy  Case Study #2	Chapter 6: Identifying Market Segments and Target Customers  <i>Case: Knowing Your Fans: A Case Study of Survey Research in a Collegiate Ticket Office</i>	
Sep 27	Designing Value (part 1)  Current Issues in Sport Marketing (1)	Chapter 7: Crafting a Customer Value Proposition and Positioning  Chapter 8: Designing and Managing Products	Bring in guest speaker for online session
Oct 4	Current Issues in Sport Marketing (2)  Case Study #3	Chapter 9: Designing and Managing Services  <i>Case: The National Women's Soccer League and Commissioner Lisa Baird: Navigating Uncertainty, Building for the Future</i>	
Oct 11	Designing Value (part 2)  Current Issues in Sport Marketing (3)	Chapter 10: Building Strong Brands  Chapter 11: Managing Pricing and Sales Promotions	
Oct 18	<b>Research presentations FC Dallas</b>		
Oct 25	Marketing Communications  Case Study #4	Chapter 12: Managing Marketing Communications  Chapter 13: Designing an Integrated Marketing Campaign in the Digital Age  <i>Case: California Streamin' Developing an</i>	

		<i>Integrated Social Media Strategy to Attract Fans to a New Streaming App</i>	
Nov 1	Brand Loyalty  Case Study #5	Chapter 19: Building Customer Loyalty  <i>Case: Formula 1: Unleashing the Greatest Racing Spectacle on the Planet</i>	
Nov 8	International Marketing Management	Chapter 20: Tapping into Global Markets	
Nov 15	Socially Responsible Marketing  Case Study #6:	Chapter 21: Socially Responsible Marketing  <i>Case: Nike Considered: Getting Traction on Sustainability</i>	
Nov 22		Prep day for presentations	
Nov 29			Final projects must be submitted by November 29 <sup>th</sup> at 11:59 pm.
Dec 6	Final Assignment Presentations		

## UNT POLICIES

### Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation.

### ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a

new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at [disability.unt.edu](https://disability.unt.edu).

### **Emergency Notification & Procedures**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

### **Retention of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

### **Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [deanofstudents.unt.edu/conduct](https://deanofstudents.unt.edu/conduct).

### **Access to Information - Eagle Connect**

Students' access point for business and academic services at UNT is located at: [my.unt.edu](https://my.unt.edu). All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: [eagleconnect.unt.edu/](https://eagleconnect.unt.edu/)

### **Student Evaluation Administration Dates**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available near the end of the semester to provide students with an opportunity to evaluate how this

course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at <http://spot.unt.edu/> or email [spot@unt.edu](mailto:spot@unt.edu).

### **Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.